

Listing and Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method for playing back a digital media file, comprising the steps of:

determining a designated type associated with said digital media file; and
playing back said digital media file including required advertising in accordance with
said determined designated type of said digital media file on an authorized play back apparatus.

2. (Currently Amended) The method of claim 1, further comprising the step of playing
said recording required advertising even if a viewer fast forwards through a predetermined
section of the digital media file.

3. (Currently Amended) A method for playing back a digital media file, comprising the
steps of:

defining a plurality of predetermined media types based upon an advertising scheme
associated therewith;

valuing each of said plurality of predetermined media types in accordance with said
advertising scheme; selecting one of said plurality of media types;

playing back said selected media type on an authorized play back apparatus; and
invoking said associated advertising scheme.

4. (Original) The method of claim 3, wherein during playback of said selected media type, a playback apparatus determines said media type, and invokes said associated advertising scheme.

5. (Original) The method of claim 3, wherein said advertising scheme includes advertising data that must be viewed at least one of before, after, and at least once during said playback of said media file.

6. (Original) The method of claim 3, wherein said advertising scheme includes advertising data that must be viewed after a user has viewed a predetermined portion of said digital media.

7. (Original) The method of claim 6, wherein said advertising data must be viewed after a user has fast forwarded through said predetermined portion of said digital media.

8. (Original) The method of claim 6, wherein said advertising data is fixed.

9. (Original) The method of claim 6, wherein said advertising data is periodically updated in accordance with a user profile from an advertising data server.

10. (Original) The method of claim 3, wherein said digital media file is provided on a removable storage medium.

11. (Original) The method of claim 3, wherein said digital media is downloaded via a computer network.

12. (Currently Amended) An apparatus for playing back a digital media file, comprising:
means for defining a plurality of predetermined media types based upon an advertising scheme associated therewith;

means for valuing each of said plurality of predetermined media types in accordance with said advertising scheme;

input means for selecting one of said plurality of media types;

playback means for playing back said selected media type, and for invoking said associated advertising scheme, wherein said playback means are authorized for playback.

13. (Original) The apparatus of claim 12, wherein during playback of said selected media type, a playback apparatus determines said media type, and invokes said associated advertising scheme.

14. (Original) The apparatus of claim 12, wherein said advertising scheme includes advertising data that must be viewed at least one of before, after, and at least once during said playback of said media file.

15. (Original) The apparatus of claim 12, wherein said advertising scheme includes advertising data that must be viewed after a user has viewed a predetermined portion of said digital media.

16. (Original) The apparatus of claim 15, wherein said advertising data must be viewed after a user has fast forwarded through said predetermined portion of said digital media.

17. (Original) The apparatus of claim 15, wherein said advertising data is fixed.

18. (Original) The apparatus of claim 15, wherein said advertising data is periodically updated in accordance with a user profile from an advertising data server.

19. (Original) The apparatus of claim 12, wherein said digital media file is provided on a removable storage medium.

20. (Original) The apparatus of claim 12, wherein said digital media is downloaded via a computer network.

21. (Currently Amended) The apparatus of claim 12, wherein said ~~downloaded~~ digital media ~~can be is~~ stored locally, updated, and prepared for retail.

22-29. (Withdrawn)